Printable Checklist – Take Action: Promote Green Government Operations

- ☐ Step 1. Convene Leadership Team
  - o Identify and gather a leadership team
  - o Assign roles and responsibilities
- ☐ Step 2. Establish Goals and Identify Obstacles
  - o Define the explicit purpose and determine if the project will include publicity
  - o Develop specific, quantifiable goals
  - o Identify known obstacles that may impeded success
- ☐ Step 3. Survey Local Efforts and Research Similar Programs
  - o Research and develop an understanding of local efforts that may complement or compete with your project
  - o Learn from other communities that have taken on similar initiatives
- ☐ Step 4. Develop Program/Project Details
  - o Define the project's scope and geographic location (if applicable)
  - o Hold conversations with key stakeholders, including "implementers"
  - o Confirm that the project fits into other existing community plans and complies with all applicable laws
  - o Define and secure needed resources
  - o Develop a plan to measure, report, and evaluate quantifiable metrics
- Step 5. Develop Outreach Plan
  - o Identify a spokesperson and select the best ways to spread the word
  - o Determine what you will report and when to publicize those metrics
  - o Set outreach-specific goals
- Step 6. Implement Program/Project
  - o Acquire needed materials, engage staff, complete the project, and implement the outreach plan
- ☐ Step 7. Monitor and Adjust
  - o Track progress and make adjustments to consistently improve the project